

sublime media

SECRETS TO BETTER COMPLIANCE TRAINING

GREAT LEARNING
EXPERIENCES =
ENGAGED EMPLOYEES

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sublime media

THE CREATIVE AGENCY
FOR LEARNING

DAVID LINDER

Co-founder & Creative Director

PERSONAL PASSIONS

Escape rooms

Tabletop games

FAVORITE PARTS OF MY JOB

Seeing how things work from the inside

Learning something so well I can teach it

Making beautiful things



COMPLIANCE TRAINING

Policy-based standards

Usually mandatory

Usually involves lawyers



**CODE OF
CONDUCT**

PRIVACY

**ANTI-
CORRUPTION**

**ANTI-
HARASSMENT**

**BUSINESS
STANDARDS**

**DIVERSITY
AND
INCLUSION**

**WORKPLACE
SAFETY**

**INFO
SECURITY**

**IT'S THE TRAINING
THAT GIVES TRAINING
A BAD NAME.**



A man in a white shirt is sitting at a desk in an office, looking at a computer monitor. He has a bored or frustrated expression, with his hand resting on his face. The background shows a bookshelf and office equipment.

GENERIC

BLAND

BORING

“DO NOT” BASED

IT'S SOME OF THE MOST IMPORTANT TRAINING

but we make it **EASY TO IGNORE**

Meet your most eager audience: **NEW EMPLOYEES**

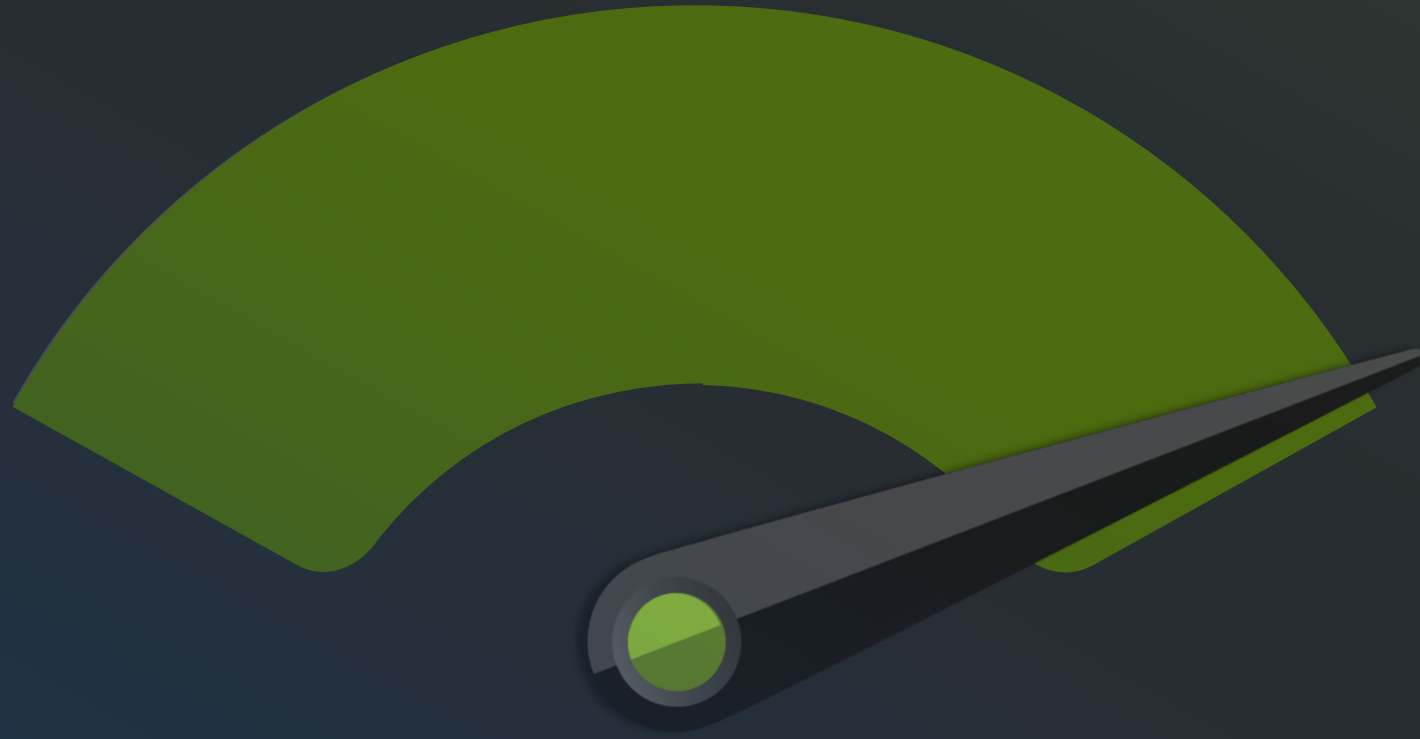






**MOST COMPLIANCE TRAINING IS AN
ANTI-ENGAGEMENT MACHINE**

ONLY A THIRD ARE ACTIVELY ENGAGED



HOW CAN TRAINING **HELP?**





CORPORATE STORYTELLING

PRIORITIZES ENGAGEMENT

To make training effective

THREE TRUTHS

1. Your most valuable skill is empathy
2. Be useful
3. Design matters



Your most
valuable skill:

EMPATHY

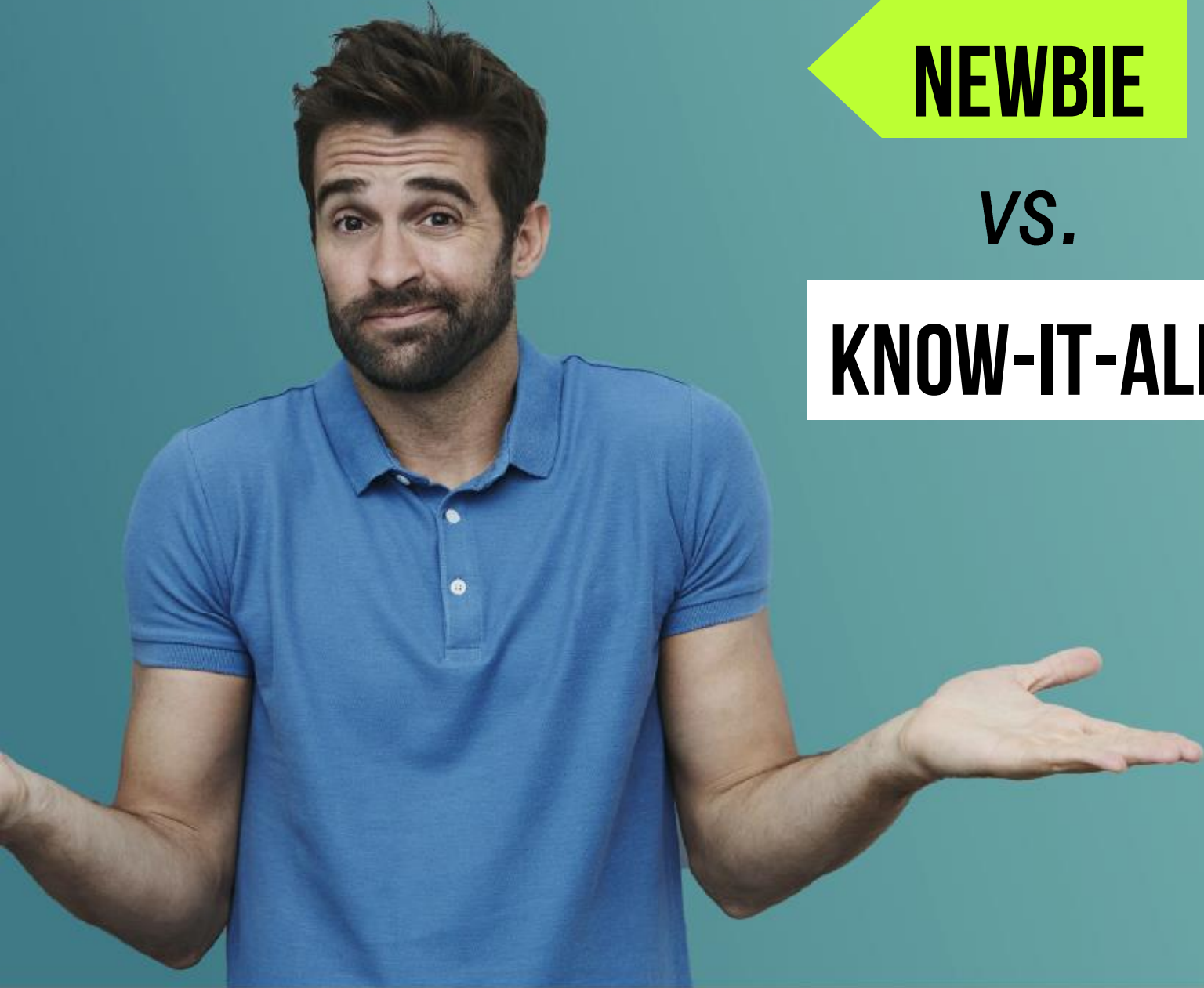


AUTHENTICITY *over* **AUTHORITY**

Meet them where they are

***DEVICE
SECURITY***





NEWBIE

VS.

KNOW-IT-ALL



NEWBIE

“Here are easy-to-remember guidelines.”

Keep it Secret and Safe

The rules distilled to their essence

The most common scenarios

Small bites

KNOW-IT-ALL

“You think you’re an expert? Prove it!”

The Security Challenge

Questions based on known gaps and missteps

If you can prove it, be done quickly

Reinforcement of commonly misunderstood rules.



Other ways to connect:

ACCESSIBLE



MOBILE



SHORT

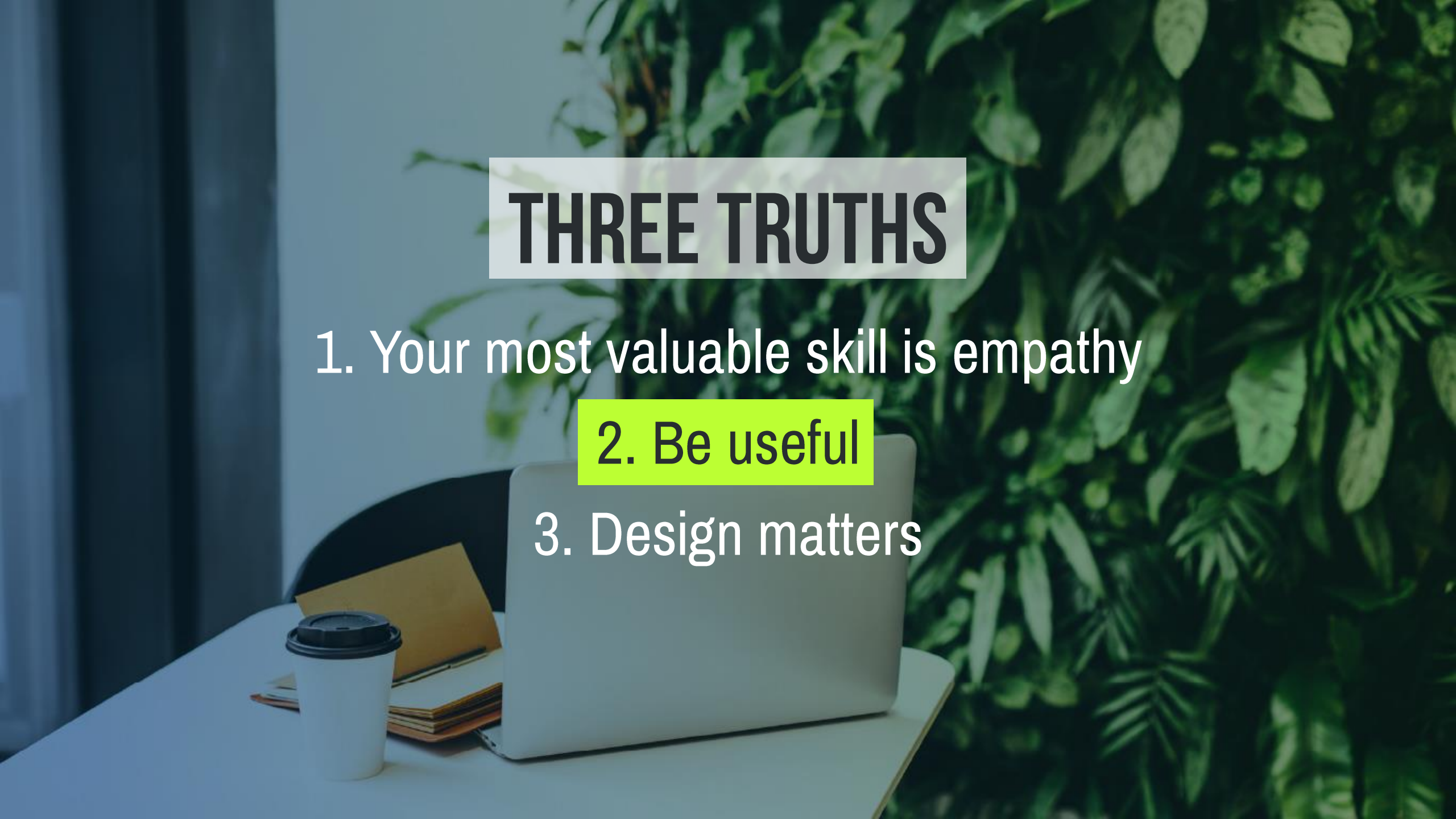


THREE TRUTHS

1. Your most valuable skill is empathy

2. Be useful

3. Design matters





Focus on the action

**TRAINING IS
ABOUT BEHAVIOR**

A close-up photograph of a shovel's metal head and wooden handle partially buried in a large pile of dark brown, crumbly soil. The shovel is positioned vertically, with the handle extending upwards and the blade pointing downwards into the dirt. The soil is piled high, creating a textured, uneven surface. The lighting is dramatic, highlighting the texture of the soil and the weathered appearance of the shovel.

**WHEN THEY NEED TO DIG A HOLE,
GIVE THEM A SHOVEL,
NOT A HISTORY OF HOLE-DIGGING**



Bias and hiring



Recognizing the issue

Pellentesque eleifend nisi et libero rutrum, eu venenatis orci auctor. Etiam laoreet turpis et ligula aliquet efficitur. Aenean porta dui id nisi scelerisque, sit amet congue neque lobortis. Nulla ac tellus id tortor faucibus cursus.

Nunc nisi magna, tempor rutrum elementum quis, gravida id purus. Cras nec laoreet urna. Sed ut suscipit nulla. Vivamus convallis, elit in molestie iaculis, tellus arcu malesuada odio, ut gravida odio elit vitae neque. Sed tristique arcu eget magna interdum feugiat.



THREE TRUTHS

1. Your most valuable skill is empathy

2. Be useful

3. Design matters

Our Business Values

Ethics at BlandCo, Inc.



- Leverage agile frameworks to provide a robust synopsis for high level overviews. Iterative approaches to corporate strategy foster collaborative thinking to further the overall value proposition.
- Movements, compassion effective altruism thought leadership scalable ecosystem.
- Collaboratively administrate empowered markets via plug-and-play networks.
- Organically grow the holistic world view of disruptive innovation via workplace diversity and empowerment.
- Improve the world activate, bandwidth, human-centered the resistance commitment correlation; entrepreneur equal opportunity, change-makers vibrant because social innovation academic.
- Gain traction run it up the flagpole nor we need to socialize the comms with the wider stakeholder community.

WE SPEAK UP FOR EACH OTHER

SPEAK UP!

Talk to the person directly



Talk to your manager or HR
Employee Success Partner



Talk to your manager's manager



Contact the Integrity Line



1

2

3

4

5



WHY FINANCING MATTERS

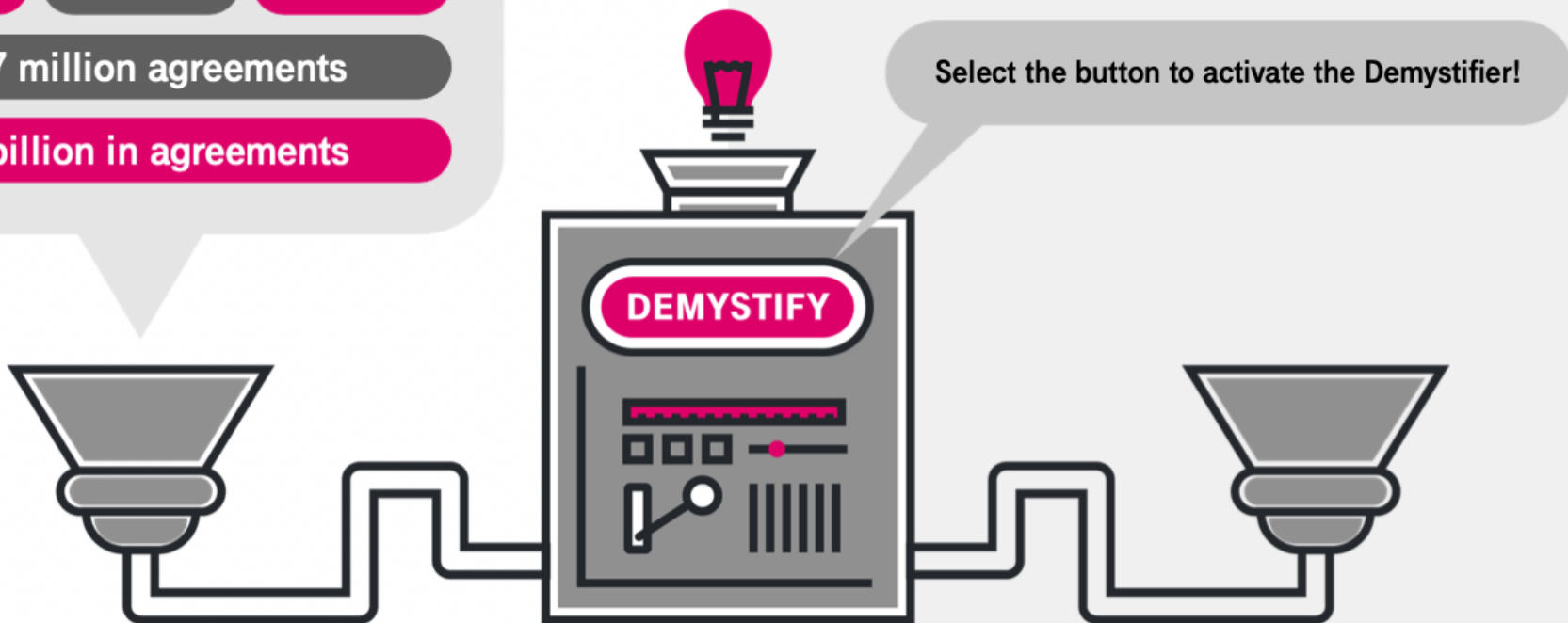
ECO A TILA SCRA

MLA E-SIGN UDAAP

FCRA FDCPA CLA

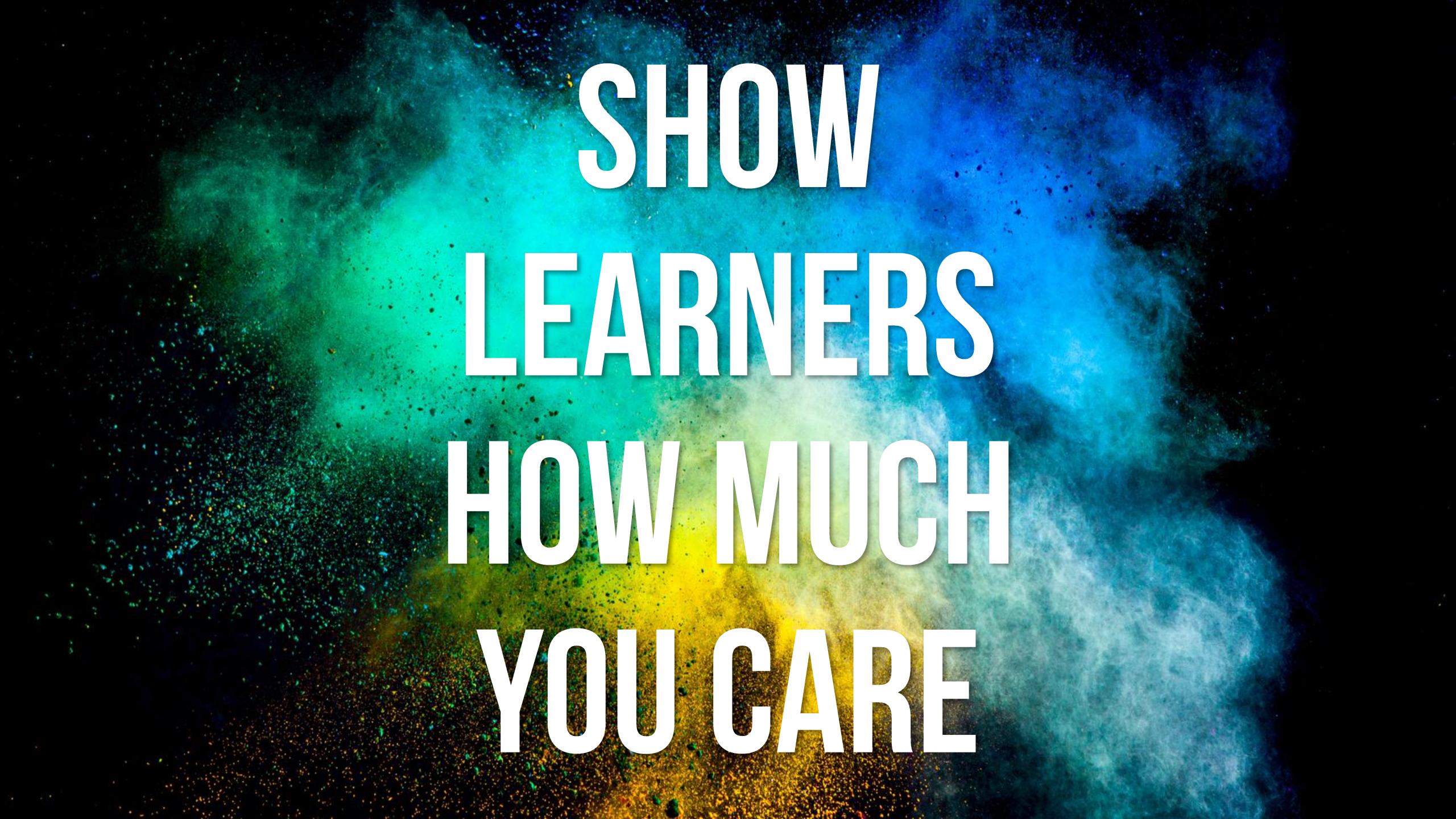
21.7 million agreements

\$8 billion in agreements



WE DO IT THE RIGHT WAY





**SHOW
LEARNERS
HOW MUCH
YOU CARE**



HOW T-MOBILE DISRUPTED COMPLIANCE TRAINING

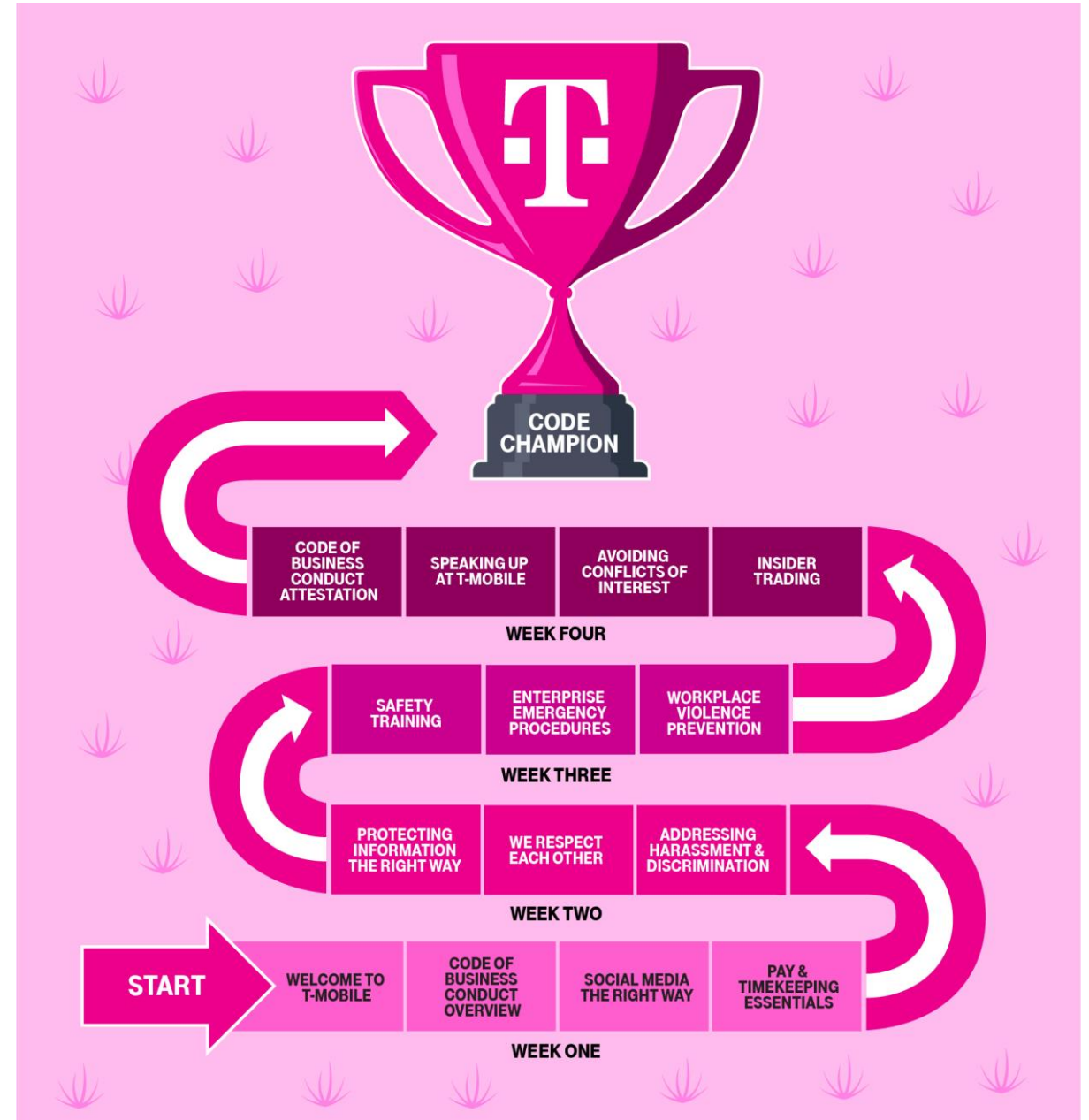


Joe Pulichino, Ed. D.
Senior Manager, Professional
Standards Training

NEO

New Employee On-boarding

- Launched Jan 1, 2020
- Code of Business Conduct learning journey for “newbies”
- Covers all Code related topics
- Includes new courses:
 - Welcome to T-Mobile
 - Speaking Up at T-Mobile
- Transforms new employees to Code Champions in four weeks
- Further upgrades in 2021



Integrity 365 - PST for Tenured Employees



INTEGRITY 365 EPISODE 2: MANAGER PREVIEW



Get started!

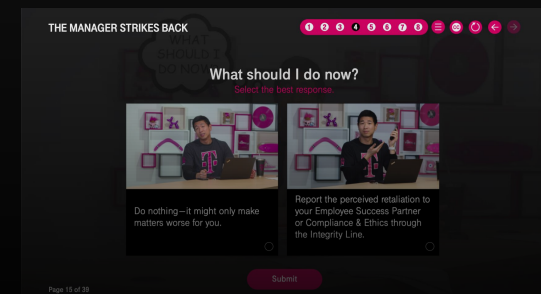
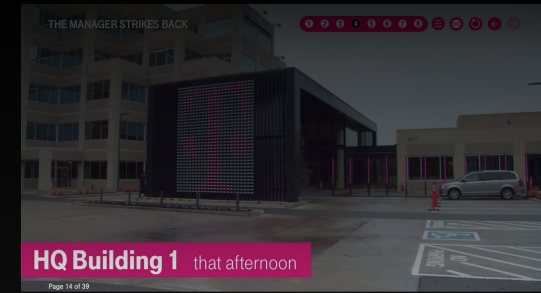
i365

Program design

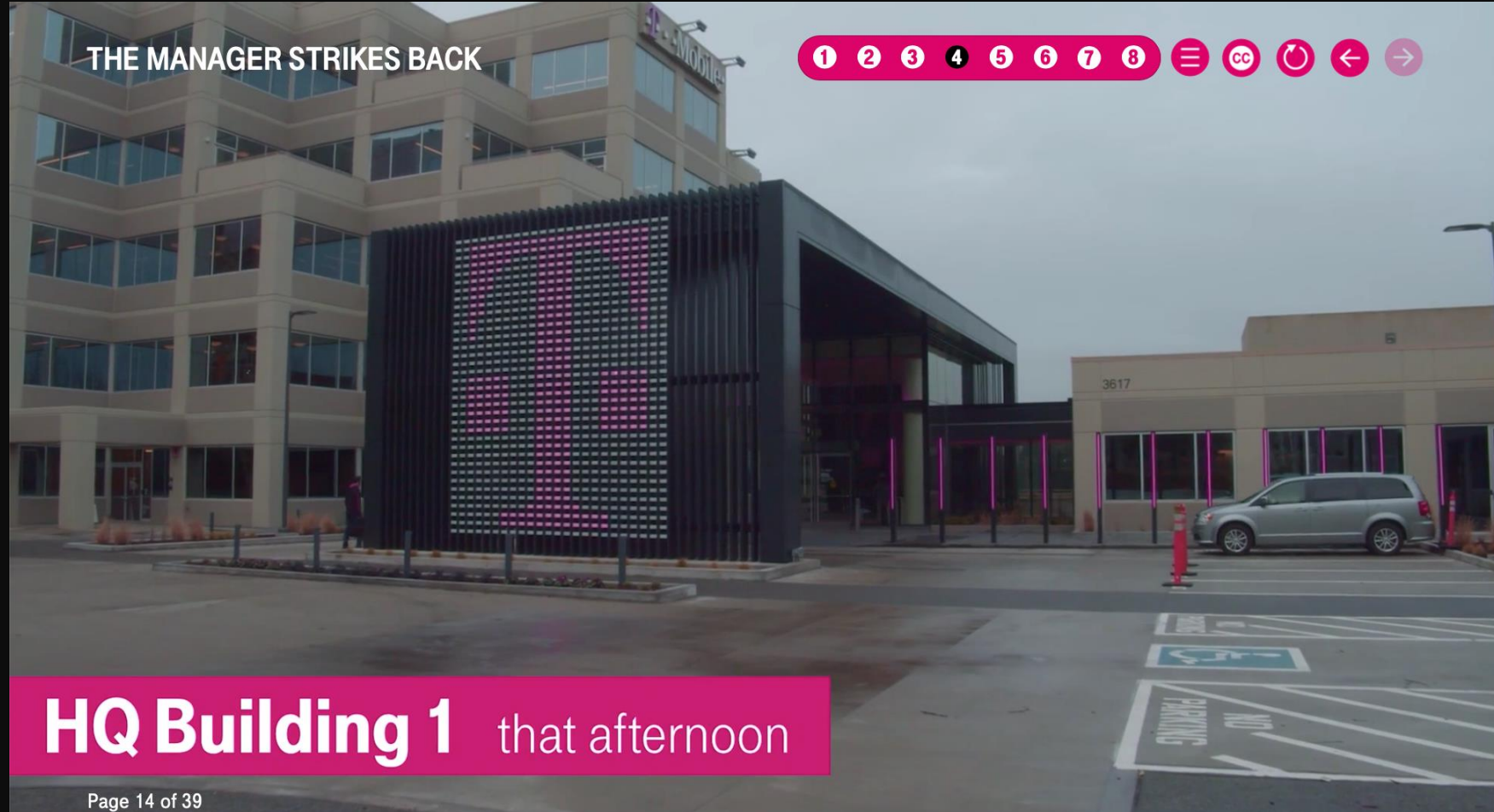
- Replaces previous annual mandatory compliance training
- Like a TV series: 8 episodes
- 1st Monday of the 1st two months of every quarter
- Due date: 4 weeks
- Story-based video format
- Six stories per episode – mix of Code topics
- Learner interaction – refresh, reinforce, remediate
- Cultural awareness
- Survey and feedback

Video story

1. Setting
2. Situation: dilemma / decision
3. Engage the learner: “What should I do now?”
4. Learner response
5. Feedback
6. The lesson



1. Setting



2. Situation



3. Engage the learner

THE MANAGER STRIKES

WHAT SHOULD I DO NOW?

1 2 3 4 5 6 7 8

CC

Page 15 of 39

A man with short dark hair, wearing a dark grey t-shirt with a pink graphic, sits at a light-colored wooden desk. He is looking slightly to his right with a thoughtful expression, his right hand raised in a gesture. On the desk in front of him is a black laptop, a stack of colorful folders, and a black tumbler cup with a straw. The background features a white wall with several shelves. One shelf holds a pink hat, another a pink skateboard, and another a pink vinyl record. A framed picture of a doll is also visible. At the top of the image, there is a video player interface with a progress bar showing 8 segments, with the 4th segment highlighted. To the right of the progress bar are icons for a menu, Creative Commons (CC), a refresh button, and left/right navigation arrows. In the top left corner, the text 'THE MANAGER STRIKES' is visible. A thought bubble above the man's head contains the text 'WHAT SHOULD I DO NOW?'. In the bottom left corner, the text 'Page 15 of 39' is displayed.

4. Learner response

THE MANAGER STRIKES BACK

1 2 3 4 5 6 7 8 ☰ CC ↻ ⬅ ➡

WHAT SHOULD I DO NOW?

What should I do now?

Select the best response.



Do nothing—it might only make matters worse for you.



Report the perceived retaliation to your Employee Success Partner or Compliance & Ethics through the Integrity Line.



Submit

5. Feedback

THE MANAGER STRIKES BACK



What should I do now?

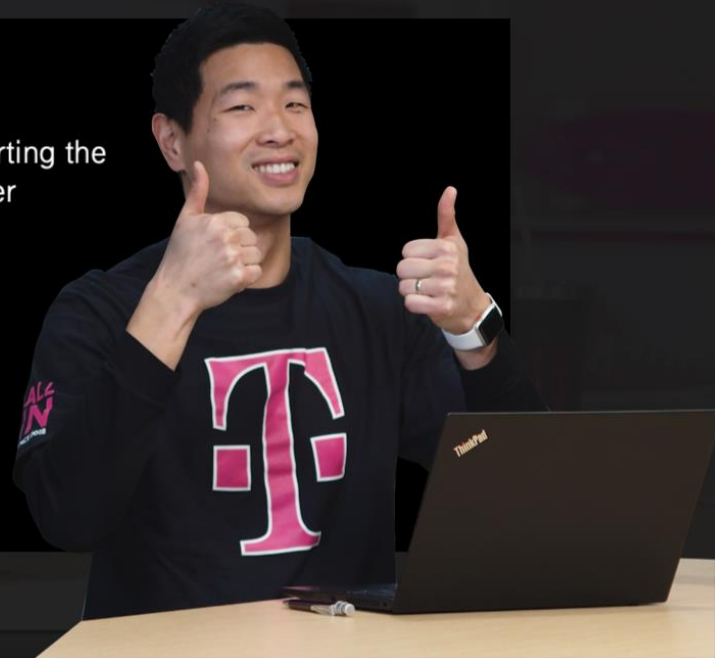
Select the best response.

That's right!

I'm worried that Jenna is getting back at me for reporting the number-fudging incident, so I reported that for further investigation.

At T-Mobile, we don't tolerate retaliation. Stay tuned for the resolution of the investigation in a future Integrity 365 episode.

Continue

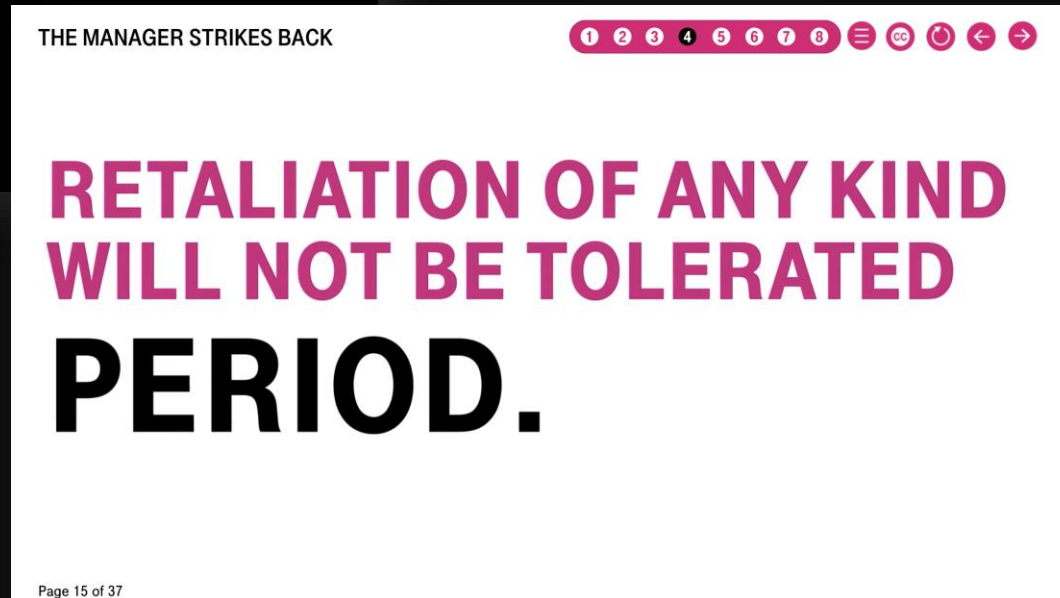


6. The lesson



1 2 3 4 5 6 7 8 ☰ © ⏪ ⏩

THE MANAGER STRIKES BACK
THE BACKSTORY



THE MANAGER STRIKES BACK 1 2 3 4 5 6 7 8 ☰ © ⏪ ⏩

**RETALIATION OF ANY KIND
WILL NOT BE TOLERATED
PERIOD.**

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Learner rating & comments



“I never leave reviews for these trainings, but this was amazing, very engaging and I learned something. I want more of these trainings.”

“This is the best ethics training I have ever taken. It was presented so well, and it is easier to understand. Well done!!”

“Wow - about time we had UnCarrier Code of Conduct training that made the importance of following the code clear and relatable.”

On-time completions = IMPORTANT!

- Goal = >98%
- Responsibility of the Manager
- LOB Level Results – reported quarterly to ERCC and Audit Committee
- Covers multi-state anti-harassment training laws
- Episode sequence matters
- Manager Preview, Dashboard, and Conversation Guide

SLT Dashboards

Professional Standards Training Integrity 365 Episode 1

Total assignments 48,721	Total Not Started 2,273	Total In Progress 731	Total Complete 45,719	Total Incomplete 3,002	%Completion 94%
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Click on Function name to view weekly completion trend by Line of Business

[Click here to visit the Professional Standards Training Manager Dashboard](#)

In the last month my leadership has communicated to me the importance of this training

My direct manager holds their employees accountable for working in a way that is consistent with the Code of Business Conduct

In my immediate working environment reports of unethical conduct are taken seriously

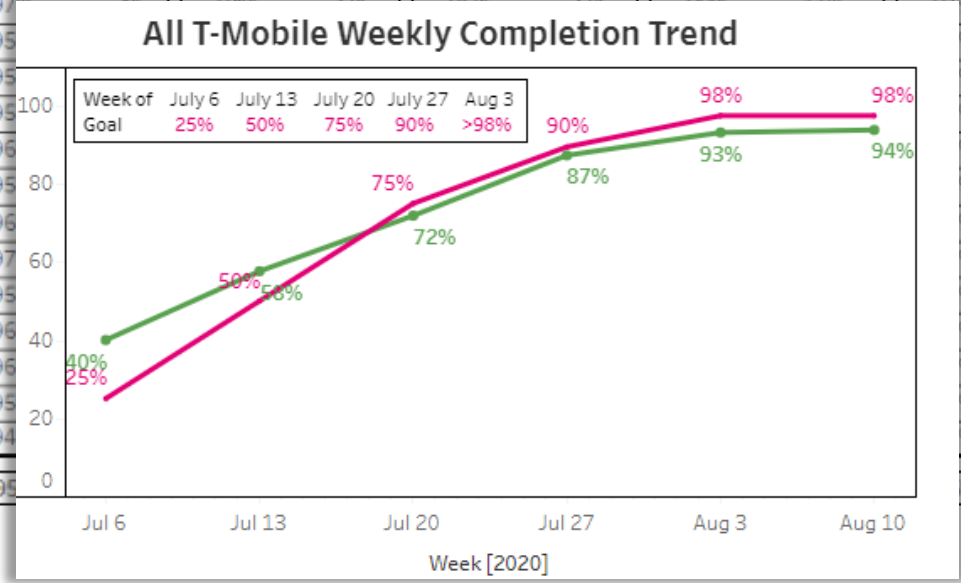
I am confident that I will be able to apply what I learned in this training

I know where to go if I have questions or need more information about the topics presented in this training

The videos in this training were engaging realistic and helped me learn do it the right way behaviors

This new Integrity 365 training format is an improvement over other compliance and ethics training I have taken at T Mobile

Function	Episode Completions	Executive	Manager Preview Completions	In the last month my leadership has communicated to me the importance of this training		My direct manager holds their employees accountable for working in a way that is consistent with the Code of Business Conduct		In my immediate working environment reports of unethical conduct are taken seriously		I am confident that I will be able to apply what I learned in this training		I know where to go if I have questions or need more information about the topics presented in this training		The videos in this training were engaging realistic and helped me learn do it the right way behaviors		This new Integrity 365 training format is an improvement over other compliance and ethics training I have taken at T Mobile	
				Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative
T-Mobile Average	96%	Mike Sievert	94%	92%	8%	95%	5%	95%	5%	95%	5%	96%	4%	92%	8%	96%	4%
	84%		81%	67%	33%	98%	2%	93%	7%	98%	2%	97%	3%	91%	9%	93%	7%
	92%		95%	78%	22%	95%	5%	97%	3%	95%	5%	96%	4%	92%	8%	93%	7%
	93%		79%	67%	33%	95%	5%	95%	5%	95%	5%	97%	3%	97%	3%	93%	7%
	93%		87%	81%	19%	97%	3%	95%	5%	95%	5%	96%	4%	92%	8%	93%	7%
	97%		83%	88%	12%	98%	2%	95%	5%	95%	5%	97%	3%	91%	9%	93%	7%
	95%		96%	79%	21%	97%	3%	95%	5%	95%	5%	96%	4%	92%	8%	93%	7%
	90%		94%	78%	22%	97%	3%	95%	5%	95%	5%	97%	3%	97%	3%	93%	7%
	95%		96%	80%	20%	98%	2%	95%	5%	95%	5%	96%	4%	92%	8%	93%	7%
	93%		84%	84%	16%	97%	3%	95%	5%	95%	5%	97%	3%	97%	3%	93%	7%
	77%		73%	70%	30%	97%	3%	95%	5%	95%	5%	96%	4%	92%	8%	93%	7%
	93%		86%	87%	13%	98%	2%	95%	5%	95%	5%	97%	3%	97%	3%	93%	7%
	95%		86%	88%	12%	97%	3%	95%	5%	95%	5%	96%	4%	92%	8%	93%	7%
	92%		92%	87%	13%	96%	4%	95%	5%	95%	5%	96%	4%	92%	8%	93%	7%
	86%		76%	87%	13%	96%	4%	95%	5%	95%	5%	96%	4%	92%	8%	93%	7%





**5 MOST IMPORTANT
PIECES OF ADVICE**

BE YOURSELF

How you treat your compliance training is a message to your employees: this is how much we care about you.



START SOMEWHERE

Start small

Think big



**DON'T TREAT INCUMBENTS
LIKE NEW HIRES**



CONSUMER-LEVEL EXPECTATIONS

Your learners are web-savvy

Beware walls of text and narration

Stop the info dumps



**GATHER AND USE
DATA**

**COMPLIANCE
TRAINING
DOESN'T HAVE
TO FEEL LIKE
"TRAINING."**



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BEST
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